

NBC back on top in a big way

Arbitron's May local market-by-market sweeps show NBC squarely in the number-one spot in prime time, rebounding from a February sweeps second to ABC that most observers had attributed to that network's Olympics coverage. The May numbers did nothing to undercut that assumption.

According to BROADCASTING analysis of Arbitron's sweeps of TV households during prime time for the 211 TV markets mea-

sured, NBC cleaned up, scoring 131 outright wins and four ties for a total of 135 firsts, more than double its February sweeps total of 60. It was the network's 12th win in the last 13 sweeps (February's second place had stopped a string of 11 consecutive sweeps wins). CBS ranked second with 56 firsts—including seven ties—up from its February total of 45. ABC came in third with 27 wins, including three ties, down

dramatically from its 111 firsts in February.

The following is a market-by-market list of network daypart audience estimates for TV households in total survey areas during network prime time (Monday-Saturday, 8 p.m.-11 p.m., and Sunday, 7 p.m.-11 p.m., NYT). Numbers are in thousands (add 000). Boldface numbers indicate market winners. Dashes indicate no primary or secondary affiliation in a given market.

ADI (rank)	1988 TSA households (000)			ADI (rank)	1988 TSA households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	15	15	24	Davenport, Iowa-Rock Island-Moline, Ill. (77)	38	43	58
Albany, Ga. (151)	5	—	55	Dayton, Ohio (48)	49	76	70
Albany-Schenectady-Troy, N.Y. (52)	51	72	77	Denver (19)	112	107	148
Albuquerque, N.M. (56)	56	41	72	Des Moines (66)	39	49	59
Alexandria, La. (160)	5	—	40	Detroit (7)	237	192	305
Alpena, Mich. (211)	—	5	—	Dothan, Ala. (157)	8	36	—
Amarillo, Tex. (117)	30	23	27	Duluth, Minn.-Superior, Wis. (122)	23	22	27
Anniston, Ala. (192)	—	12	—	El Centro, Calif.-Yuma, Calif. (181)	5	5	8
Ardmore-Ada, Okla. (172)	15	21	15	El Paso, Tex. (104)	28	26	39
Atlanta (12)	156	161	219	Elmira, N.Y. (165)	10	—	16
Augusta, Ga. (102)	36	35	27	Erie, Pa. (143)	19	17	35
Austin, Tex. (71)	39	55	40	Eugene, Ore. (137)	23	27	16
Bakersfield, Calif. (145)	23	20	22	Eureka, Calif. (186)	—	7	7
Baltimore (22)	115	123	157	Evansville, Ind. (90)	37	32	39
Bangor, Me. (156)	16	21	22	Fargo, N.D. (107)	24	26	27
Baton Rouge (91)	47	48	41	Flagstaff, Ariz. (205)	—	—	6
Beaumont-Port Arthur, Tex. (124)	26	32	39	Flint-Saginaw-Bay City, Mich. (59)	60	30	90
Bend, Ore. (207)	—	4	4	Florence, S.C. (130)	21	48	—
Billings-Hardin, Mont. (164)	10	15	12	Fort Myers-Naples, Fla. (98)	19	35	39
Biloxi-Gulfport-Pascagoula, Miss. (179)	27	—	—	Fort Smith, Ark. (148)	21	26	17
Binghamton, N.Y. (132)	11	35	19	Fort Wayne, Ind. (99)	32	31	39
Birmingham, Ala. (49)	71	35	115	Fresno, Calif. (63)	46	44	51
Bluefield-Beckley-Oak Hill, W.Va. (141)	19	—	28	Gainesville, Fla. (166)	17	—	—
Boise, Idaho (136)	17	17	26	Glendive, Mont. (212)	—	1	1
Boston (6)	269	227	306	Grand Junction, Colo. (176)	6	10	—
Bowling Green, Ky. (191)	19	—	—	Grand Rapids-Kalamazoo-Battle Creek, Mich. (39)	68	63	82
Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	19	39	65	Great Falls, Mont. (177)	8	8	5
Buffalo, N.Y. (38)	73	79	105	Green Bay, Wis. (68)	55	44	60
Burlington-Plattsburgh, Vt. (96)	12	43	37	Greensboro-Winston Salem-High Point, N.C. (50)	66	78	90
Butte, Mont. (189)	5	9	6	Greenville-New Bern-Washington, N.C. (95)	27	36	57
Casper-Riverton, Wyo. (188)	2	5	12	Greenville-Asheville-Spartanburg, S.C. (36)	74	83	127
Cedar Rapids-Waterloo-Dubuque, Iowa (78)	36	32	57	Greenwood-Greenville, Miss. (168)	20	11	—
Charleston, S.C. (109)	27	37	44	Hagerstown, Md. (195)	—	—	20
Charleston-Huntington, W.Va. (46)	54	60	96	Harrisburg-Lancaster-Lebanon-York, Pa. (45)	48	59	101
Charlotte, N.C. (31)	77	114	58	Harrisonburg, Va. (200)	16	—	—
Charlottesville, Va. (197)	—	—	10	Hartford-New Haven, Conn. (23)	92	147	85
Chattanooga (80)	37	45	59	Helena, Mont. (209)	—	—	4
Cheyenne, Wyo.-Scottsbluff, Neb.-Strling, Colo. (183)	—	10	—	Houston (10)	197	140	165
Chicago (3)	412	302	456	Huntsville-Decatur-Florence, Ala. (89)	36	40	45
Chico-Redding, Calif. (140)	25	20	15	Idaho Falls-Pocatello (159)	10	13	16
Cincinnati (29)	78	101	99	Indianapolis (24)	96	105	128
Clarksburg-Weston, W.Va. (162)	—	22	20	Jackson, Miss. (82)	19	49	66
Cleveland (11)	219	181	217	Jackson, Tenn. (180)	25	—	—
Colorado Springs-Pueblo (97)	28	29	35	Jacksonville, Fla. (57)	37	75	60
Columbia, S.C. (87)	21	31	82	Johnstown-Altoona, Pa. (85)	—	45	72
Columbia-Jefferson City, Mo. (152)	13	21	26	Jonesboro, Ark. (174)	21	—	—
Columbus, Ga. (118)	31	30	18	Joplin, Mo.-Pittsburg, Kan. (119)	26	28	22
Columbus, Ohio (33)	76	103	125	Kansas City, Mo. (28)	90	92	107
Columbus-Tupelo, Miss. (133)	7	26	48	Knoxville, Tenn. (61)	51	73	46
Corpus Christi, Tex. (120)	26	21	29	La Crosse-Eau Claire, Wis. (134)	15	21	32
Dallas-Fort Worth (8)	220	215	205	Lafayette, Ind. (193)	—	12	—